

Competition Act of 1992,<sup>2/</sup> which added Section 614(g) to the Communications Act of 1934, as amended.<sup>3/</sup> That provision requires the Commission to determine whether home shopping stations like WHSL-TV are serving the public interest, convenience and necessity as a prerequisite to their qualification as local commercial television stations entitled to mandatory cable carriage rights under the 1992 Cable Act.

The assumption underlying Section 4(g) is that stations with a home shopping entertainment format cannot also comply with their public interest obligations. That is nonsense. There is no reason why stations with a home shopping format -- just as stations which air a more conventional mix of game shows, violent dramas, and sexually explicit talk shows -- cannot also present substantial public service programming.

Indeed, this is demonstrated by the exhibit attached hereto. That exhibit describes the critical role played by HSN in enabling WHSL-TV to commence operations and also provides a detailed summary of the station's public service programming. In particular, the exhibit demonstrates that WHSL-TV ascertains the issues which are of

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<sup>2/</sup> Pub. L. No. 102-385, 106 Stat. 1460 (1992) ["1992 Cable Act"].

<sup>3/</sup> 47 U.S.C. § 533(g) ["Section 4(g)"].

significance to its community and utilizes the results of that ascertainment in developing its local programming. More significantly, it establishes that WHSL-TV airs a substantial amount of locally-produced programming which is directly responsive to significant local issues; children's educational and informational programming; and religious programming.

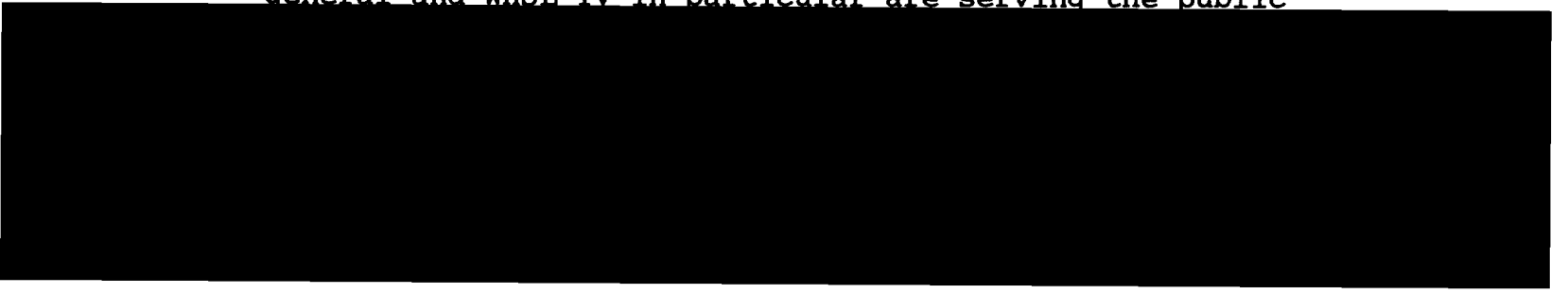
In other words, the exhibit clearly establishes that WHSL-TV's operations are fully consistent with established public interest requirements. Indeed, this is confirmed by the fact that WHSL-TV's license renewal application was routinely processed and granted. FCC File No. BRCT-920731KX, granted November 30, 1992.

In their comments, HSN and Silver King Communications, Inc. ["SKC"] address in detail the various constitutional, policy and other issues raised by the Notice. Roberts endorses those comments; no purpose would be served by merely reiterating their arguments. Roberts' showing here, however, confirms that SKC and HSN are absolutely correct in asserting that a home shopping format is not inherently inconsistent with operation in the public interest: WHSL-TV is clearly operating in a manner which is consistent with the public interest, convenience and necessity.

Roberts submits that the determination in this proceeding must turn principally on whether stations' public service programming complies with established standards for service in the public interest, convenience and necessity. The nature of a station's entertainment format should -- and must under the Constitution -- be irrelevant to this conclusion.

Review of the record submitted here establishes that even under the strictest standards, WHSL-TV is doing exactly what the authors of the Communications Act envisioned in 1934 when they established a nationwide system of privately owned over-the-air broadcasting stations based on the concept of local licensing and local service: it has returned television to its roots in the local community by providing a programming service that actively seeks out local problems and concerns and addresses them on a local basis by involving community leaders, informed experts and average citizens alike. Contrary to the assumptions underlying Section 4(g), WHSL-TV serves its local community in ways far more direct and productive than many other traditionally-formatted commercial television stations.

Roberts Broadcasting Company therefore urges the Commission to conclude that home shopping stations in general and WHSL-TV in particular are serving the public



"local commercial television stations" for purposes of the  
1992 Cable Act.

Respectfully submitted,

ROBERTS BROADCASTING COMPANY

By 

Steven Roberts  
President

Roberts Broadcasting Company  
1408 N. Kingshighway Blvd  
St. Louis, Missouri 63113

(314) 367-4600

March 29, 1993

EXHIBIT - ROBERTS BROADCASTING COMPANY

INTRODUCTION

Television station, WHSL(TV), is licensed to East St. Louis, Illinois, and serves the metropolitan St. Louis region. WHSL-TV is the first minority owned and operated television station in the midwest. It can be seen within a seventy-five mile radius of St. Louis city limits on UHF Channel 46. WHSL-TV's service area includes rural, suburban and urban areas. The St. Louis television market is ranked 18th in the United States; comprised of 2.5 million people with 1.1 million television households. Eight television stations make up the total market competition:

KTVI	Ch. 2	(ABC affiliate)
KMOV	Ch. 4	(CBS affiliate)
KDSK	Ch. 5	(NBC affiliate)
KETC	Ch. 9	(PBS affiliate)
KPLR	Ch. 11	(Independent)
KNLC	Ch. 24	(Religious)
KDNL	Ch. 30	(Fox Independent)
WHSL	Ch. 46	(HSN affiliate)

The WHSL-TV Home Shopping Club membership in the St. Louis market is comprised of 78,801 television households, representing approximately 7.8 percent of total television households.

WHSL-TV, Ch. 46, is the newest, commercial television station in this area in over twenty years. WHSL-TV, was the first owned and operated minority television station in the midwest. Through its affiliation agreement with the Home Shopping Network, WHSL-TV is bringing unique programming fare to the Missouri-Illinois marketplace.

OPERATIONAL HISTORY

WHSL-TV, a property of Roberts Broadcasting Company, began serving the St. Louis metropolitan region in September of 1989 after years of competitive hearings.

For example, in 1987, after surviving a very expensive six year legal battle to secure the construction permit, efforts were begun to secure financing for construction of the station. Banks were interested in three primary considerations: (1) capability of station management; (2) station programming; (3) local cable penetration and guarantees that the station would be carried by local cable operators. Each time the business plan demonstrated strong abilities

in management and programming; but cable carriage was so unpredictable that banks refused to make the construction loan.

Steven and Michael Roberts met Mr. Bud Paxson, former president of Home Shopping Network. Mr. Paxton recognized the potential of the St. Louis market and supported his confidence by providing a long term network affiliation agreement and construction financing for WHSL-TV. Construction began in 1989, eight years from the station's inception.

#### ASCERTAINMENT AND PROGRAMMING

From the outset of its operation, WHSL-TV has striven to ensure that all aspects of the station's operations are in compliance with, and in fact exceed applicable Commission requirements. Although television had been substantially deregulated by the time Roberts Broadcasting Company had ownership of WHSL-TV, RBC adopted the Commission's pre-deregulation ascertainment and non-entertainment programming guidelines as standards for its operation. It is important to note that Roberts Broadcasting Company devotes 10.6 percent of each broadcast week to the presentation of non-entertainment programming. It has continued to adhere to those guidelines in developing and airing non-entertainment programming responsive to community problems, needs and interests.

WHSL-TV constantly ascertains issues of community interest via several methods:

- \* Management staff have continuing discussions regarding community needs with a variety of individuals including those from the business, education, religious, government, health, science/technology, industry, finance and social services fields.

- \* Read and clip articles from the following newspapers: St. Louis Post-Dispatch, Belleville News-Democrat, East St. Louis Monitor, The St. Louis American, The Sentinel, Oakville Call-Post, Riverfront Times, The West End Word, Ladue News, The Journal Papers (representing the north, south and central corridor areas.) This list covers the daily, weekly and minority papers in the major five county area served.

\* WHSL-TV viewer mail and phone calls provides first person accounts of issues being confronted and subjects of interest in the community.

\* Staff members attend community events such as: The Mayors' Town Hall meeting (City of St. Louis), CORO Women In Leadership seminar, Urban League Federation of Block Units meeting, School District 189 Education Symposium (East St. Louis), Missouri Traffic Safety Council Regional Workshop and Hugh O'Brien Youth Foundation Conference.

WHSL-TV's staff and management reside within the stations service area, and are members of the community the station serves. The management and personnel of WHSL-TV have a personal interest in the important issues facing the St. Louis metropolitan region.

The results of the ascertainment efforts are reviewed by station personnel responsible for developing programming. Such review, coupled with these individuals direct involvement in the community and consequent ongoing familiarity with current 'community' issues, ensures that WHSL-TV's non-entertainment programming is fully responsive to community issues.

The ascertainment process has yielded the following list of subjects of concern to the WHSL viewing audience: consumerism, crime, employment, health, family, government, substance use/abuse, environment, quality of life, housing, homelessness, community activism, womens issues, youth concerns, history, economy, safety, seniors, handicapped, veteran's affairs, animal care, culture/arts, economic development, area growth, recreation, tourism, minority concerns, hunger.

WHSL-TV, Roberts Broadcasting Company is firmly committed to presenting local programming of significance to its viewing audience. To this end, "In Your Interest", is a five minute news/public affairs feature designed to respond to the unique issues facing the Bi-state area. A representative sampling of Issues-Program Quarterly Reports (Oct. 1990 - Sept. 1992) have been included to demonstrate the range and depth of news/public affairs local issues programming explored by WHSL-TV.



WHS�-TV broadcasts twelve and one half hours of local issues oriented programming each week. The format of In Your Interest allows for more in-depth discussion of issues. Yet, concise enough to maintain viewer attention. The broadcast, seen at twenty minutes after each hour, 24 hours per day, 7 days per week, aires in multiple five minute feature segments allowing viewers the chance to receive more information, not just sound bites. One viewer wrote:

"One of your topics this weekend was stuttering. It was most informative. I am a stutter and feel this is a handicap to me. I would like for you to have this section. He really helped me. Other topics I'd like to see discussed are

Children's Programming Titles:

VEGETABLE SOUP - This program has a three fold objective as it reaches children. It mixes language arts, social studies and career education so that youngsters can understand and function in the world around them. Literature appreciation, value systems, work ethics and cultural diversity are introduced to teach a lesson in each episode.

THE CHRISTOPHERS CLOSE UP- This program brings issues of the day such as AIDS education, drug use resistance techniques, dealing with peer pressure and other subjects relevant to young people to the table for discussion with lav and

Other syndicated children's programming titles: A Gift For All Season's, Mr. Krueger's Christmas, The Other Wise Man, All Star Academic Challenge, and Nora's Christmas Gift.

During specific times of the year, WHSL-TV devotes special programming attention to youth concerns/family issues. Examples of this include:

February - Black History Month

April - Child Abuse Prevention Month

May - Operation Prom/Graduation in conjunction with Mothers  
Against Drunk Driving to encourage safe and sober graduation events.

October - Domestic Violence Awareness Month

During these months, two-thirds of In Your Interest programming focuses on the special topic; providing information, alternatives and solutions to the subject at hand.

WHSL-TV has aired various other non-entertainment programs such as Singsations with Vickie Winans, The Jimmy Swaggart Telecast, and Fatima: The Moment Has Come to name a few.

#### PUBLIC SERVICE ANNOUNCEMENTS

WHSL-TV believes that a substantial public service is rendered by using station facilities to publicize activities, services and concerns of local, regional and national non-profit organizations and government agencies. To that end, WHSL-TV carries public service announcements for such organizations on a regular basis throughout the broadcast day without charge. (See attached psa organization list) As an extension of PSA's, WHSL-TV designed "Community Calendar" to promote at no charge local events of non-profit organizations.

Copies of letters sent to the station are also attached.

#### CONCLUSION

Every day, WHSL-TV broadcast more issues-oriented programming than any other commercial station in the market. Two full time staff members are engaged in the production of public affairs programming to bring a diversity of views and opinions to all viewers in the service area.

The irony: the communications monopoly established by cable operators effectively bars over 20% of the St. Louis ADI from having access to our station. The ADI is about 40% cable subscribed. WHSL-TV is available to one half of these households. We are barred from the other half by cable operators who refuse to carry the station. The very programs being produced for and about the citizens of our area are prevented from entering thousands of households.

Such an arbitrary restriction of trade and free speech carries an additional burden of creating a disparate impact on minority broadcasters who must compete for advertising revenue against the very entities who control the penetration of their station's broadcast.

Minority broadcasters face enormous obstacles in securing construction permits and construction financing; made worse by assignment of high channels on the UHF band and frequently undesirable or expensive tower sites. These obstacles are significant barriers to success but pale in comparison to cable operators' monopoly of their markets and discriminatory carriage of independent stations. The effect of the capricious discrimination prevents minority broadcasters from competing in a fair market system.

The provisions of must carry regulations that would obligate cable systems to carry signals for all qualified local television stations within 35 miles of the principal head end of a cable system, regardless of the current size of the station's audience, would substantially increase the potential for success of all minority television and CP owners. In addition, it will open a way for the public to receive the benefits of locally originated news, public affairs and informational programming television stations are licensed to provide their communities.

Public Service Announcements (PSA's) for the following organizations have aired on WHSL-TV:

United States Consumer Information Center  
Internal Revenue Service  
NCI Transportation Services  
National Crime Prevention Council  
United States Government Book Store  
United States Marine Corp  
United States Army  
National Education Association  
American Diabetes Association  
National Cholesterol Education Program  
Epilepsy Foundation of America  
American Lung Association  
March of Dimes  
Arthritis Foundation  
American Red Cross  
Disabled American Veterans  
National Council of Child Abuse Prevention  
Covenant House  
United States Air Force  
National Guard Reserve  
U. S. Space Foundation  
Peace Corp  
U.S. Department of Interior  
National Citizens Commission on Alcoholism  
U.S. Department of Transportation  
Mothers Against Drunk Driving  
National Arbor Day Foundation  
U.S. Forest Service  
Society of Civil Engineers  
People for the Ethical Treatment of Animals  
Church of Jesus Christ Latter Day Saints  
Society of Professional Journalists  
U.S. Department of Treasury  
U.S. Coast Guard  
U.S. Census Bureau  
United Way of America  
NOAA  
American Cancer Society  
The Kaiser Foundation  
The Will Rogers Institute  
U. S. Department of Conservation  
St. Louis Magnet Schools  
United Negro College Fund  
National Court Appointed Special Advocates  
Full Gospel Businessmen Fellowship International  
Boys Town  
Delta Sigma Theta Sorority, Inc.  
National Council on Alcoholism  
Humane Society

U.S. Selective Service System  
The World Federalist Association  
National Council of Teachers of Mathematics  
National Anti-Vivisection Society  
American Dietetic Association  
Research! America  
Shriners Hospitals  
Guide Dog Foundation  
Missouri Physical Therapy Association  
KidsPeace  
Illinois Community Action Association  
Rotary International  
U.S. Department of Agriculture  
The Danny Foundation  
American Petroleum Institute  
National PTA  
Alzheimer's Association  
American Chiropractic Association  
Easter Seals  
The Salvation Army  
Canine Companions for Independence  
Childreach  
U.S. Fire Administration  
Institute for the Achievement of Human Potential  
U.S. Department of Veterans Affairs  
The Dairy Council  
U.S. Postal Service  
National Institute on Drug Abuse  
American Camping Association  
United Way of Greater St. Louis  
Missouri Army National Guard  
Partnership for a Drug Free America  
Literacy Council of Greater St. Louis  
Missouri Coalition on Smoking and Health  
U.S. Holocaust Memorial Council  
Family C.O.U.R.S.E. Consortium  
St. Louis Voluntary Interdistrict Coordinating Council  
Anti Defamation League of B'nai B'rith  
RP Foundation  
National Rehabilitation Hospital  
National Commission on Music Education  
Missouri Department of Health  
Missouri Department of Highway Safety  
Save the Children Foundation  
CASA  
National Wildlife Federation  
Social Security Administration  
Multiple Sclerosis Association of America  
National Osteoporosis Foundation  
The Lighthouse, Inc.  
American Lung Association of Eastern Missouri  
Morris Animal Foundation  
National Organization on Disability

U.S. Environmental Protection Agency  
National Eye Health Education Program

- 1 -

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THE FOLLOWING COMMUNITY LEADERS AND/OR ORGANIZATIONS HAVE APPEARED  
ON IYI:

CAS Management Group  
Snelling Personnel Services  
Fashions of the Past  
NAACP  
St. Louis Fire Department  
St. Louis Police Department  
The McManus Group  
Larry Davis - Washington Univ.  
Enola Proctor - Washington Univ.  
Daniel Kohm, M.D.  
League of Women Voters  
Sam A. Samimi, M.D.  
St. Louis Regional Medical Center  
National Association for Sickle Cell  
American Civil Liberties Union  
S.I.D.S. Resources  
St. Louis Public Schools  
St. Louis Public Library  
Caring Foundation For Children  
St. Martha's Hall  
Mental Health Association of St. Louis  
Citizens For Modern Transit  
Greater St. Louis Hospice Organization  
Sierra Club  
St. Anthony's Medical Center  
St. Patrick Center  
National Neurofibromatosis Foundation, Inc.  
Black Child Development Institute  
The Employment Partnership  
Teen Leaders and Communicators  
Missouri Head Injury Association  
St. Louis Senior Olympics  
National Association of Black Accountants  
St. Louis Area Food Bank  
St. Louis Wheelchair Athletic Association  
New Life Evangelistic Center  
United Services for the Handicapped  
St. Louis Teachers Union  
Missouri D.A.R.E. Officers Association  
Missouri Special Olympics



## IN YOUR INTEREST GUESTS

100 Black Men  
Mathews-Dickey Boys Club  
Urban League  
St. Louis Baseball Cardinals  
Missouri State Highway Patrol  
Life Skills Foundation  
U.S. Small Business Administration  
Grace Hill  
Arts and Education Council  
Narcotics Service Council, Inc.  
Larry D. Richardson, A.G. Edwards  
National Weather Service  
International Education Consortium  
Echo Children's Home  
FBI  
East-West Gateway Coordination Council  
2004 St. Louis, Inc.  
Call For Help  
Lutheran Medical Center  
Center of American Indian Studies - Washington Univ.  
The Learning Tree  
Deaf Services  
Ald. James Shrewsbury - 16th Ward, St. Louis  
City & County For Habitat  
New Life Style Program  
George "Buzz" Westfall - St. Louis County Executive  
ACORN  
National Stuttering Project  
PAKT Community Nursing Center  
Gateway 70001/WAVE  
Life Crisis Services  
Food Outreach, Inc.  
Clean\*Fun\* Promotions  
MO Advisory Comm. for the Elimination of Tuberculosis  
Metroplex, Inc.  
Beverly Morrison, M.D.  
Attorney Richard Banks  
David Haueisen, M.D.  
St. Louis Child Abuse Network  
Allergy Centers, Inc.  
Adequate Housing for Missourians  
Literacy Investment for Tomorrow - Missouri  
Vietnam Veterans Leadership Program  
Arthritis Foundation  
Blacks Assisting Blacks Against AIDS  
American Red Cross  
St. Louis Effort For Aids

IN YOUR INTEREST GUEST

Doorways  
Deaconess Hospital  
Mid America Transplant Association  
American Heart Association  
Sylverster Brown, Take Five Magazine  
St. Louis County Health Department  
Gary Marklin, M.D.  
Combined Health Appeal of Greater St. Louis  
Cancer Family Care  
Epilepsy Foundation  
Lupus Foundation of America  
Central Medical Center  
Juvenile Diabetes Foundation  
Visiting Nurses Association  
Greater St. Louis Mothers of Twins Club  
Foster Care Coalition of Greater St. Louis  
SOAR  
March of Dimes  
Compassionate Friends  
St. Louis Childrens Hospital  
Parents Anonymous  
IL Dept. of Children & Family Services  
YWCA  
Support Dogs for the Handicapped  
Project Casefind  
Paraquad  
Easter Seals Society  
St. Louis Society for Cripples Children  
College For Living  
Learning Disabilities Association of St. Louis  
St. Louis Housing Authority  
Lafayette Square Restoration Committee  
Riverfaces  
Gateway To Gardening  
Preston Cole, St. Louis Park Superintendent

IN YOUR INTEREST GUESTS

Girls Incorporated of St. Louis  
Boy Scouts of America  
InRoads - St. Louis  
Girl Scout Council of Greater St. Louis  
St. Louis County Youth Programs  
Catholic Services for Children & Youth  
National Black MBA Association  
Imagination Station  
St. Louis Science Center  
MADD  
IRS  
Mayor Vincent Schoemehl - City of St. Louis  
Mayor Dennis DeToy - City of Edwardsville  
Senator Jack Danforth - State of Missouri  
Congresswoman Joan Kelly Horn - State of Missouri  
U.S. Coast Guard  
Collinsville Convention & Visitors Bureau  
St. Louis Convention & Visitors Commission  
Willie Greisen - U.S. Marshall  
Regional Consortium For Education Technology  
Clarence Harmon - Chief of Police, City of St. Louis  
Rev. Henry Williamson, Sr. - National Director Operation PUSH

## IN YOUR INTEREST GUESTS

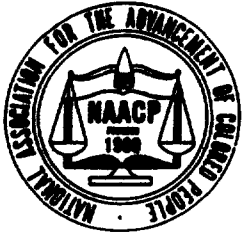
St. Louis Community College  
Veterans Business Resource Council  
Catholic Services For Family & Youth  
Grand Center  
Goodwill Industries  
ECHO Children's Home  
St. Louis Center For International Studies  
Confluence St. Louis  
Adoption Associates  
Fathers Helping Fathers  
Saboire Faire  
The Salvation Army  
St. Louis Genealogical Society  
Sold On St. Louis  
The Rice Council  
American Lung Asociation  
Voluntary Interdistrict Coordinating Council  
Project Casefind  
Food Outreach  
Respect Yourself Saturday Academy  
TREND  
Access To Success  
Call For Help  
Operation Teamwork  
Leadership St. Louis  
CHIPS  
St. Louis Art Museum  
St. Louis Animal Rights Team  
St. Louis Assoc. For the Education of Young Children  
Downtown St. Louis  
Downs Syndrome Society  
St. Louis Symphony  
Chronic Pain Outreach  
Annie Malone Childrens Home  
Citizens Police Academy - St. Louis Couty  
CASA  
Advocate Services For Abused Women  
The Humane Society  
Gifted Resources Council  
Ronald McDonald House  
HOPE, Inc.  
Grace Hill  
Community Utility Advocacy Network  
Literacy Council  
The AIDS Foundation of St. Louis  
Respect Yourself Saturday Academy  
Big Brothers/Big Sisters  
St. Louis Hearing & Speech Center  
Educational Opportunity Center  
Victim Services Council

## IN YOUR INTEREST GUESTS

East - West Gateway Coordinating Council  
Olympic Festival Committee  
Assoc. of African American Role Models  
St. Louis Blues Society  
Jewish Community Relations Council  
Center for Economic Education  
The Equity Foundation  
Planned Parenthood  
Civil Rights Enforcement Agency  
MO Dept. of Revenue  
Dee Joyce Hayes - candidate Circuit Attorney  
Richard Pisani - candidate Lt. Governor  
Elbert Walton - candidate Circuit Attorney  
Don Stubblefield - candidate Lt. Governor  
The Majic House Children's Museum  
Ed Sweeney - candidate Circuit Attorney  
St. Louis Effort For AIDS  
AM. Red Cross  
Jay Nixon - candidate Attorney General  
Elmer Otey - candidate City Treasurer  
Nels Moss, Jr.- candidate Circuit Attorney  
Nat'l. Assoc. for Vision Awareness  
The Muny  
Michael Sheehan - candidate Circuit Attorney  
Hispanic Chamber of Commerce  
Wendell Bailey - candidate Governor  
St. Louis Art Museum  
Larry Rice surrogate - candidate Lt. Governor  
Jack Garvey - candidate Circuit Attorney  
Curtis Crawford - candidate Circuit Attorney  
Caring Program for Children  
Kids Under Twenty-One  
Faith House  
Insurance tips  
Educational Opportunity Center  
Atkins Warren - U.S. Justice Dept.  
Bob Wesley - U.S. Justice Dept.  
Businesspersons Between Jobs  
Lupus Foundation of America  
U.S. Army Recruiting/Nurse Recruiting  
Kids In the Middle  
St. Louis Economic Development Council  
SART-Women's Resource Center/YWCA  
MO Public Interest Research Group  
Epilepsy Foundation  
Liberty Playhouse  
Annie Malone Children & Family Services

## IN YOUR INTEREST GUESTS

Cochran Garden Community Center  
Theatre Factory of St. Louis  
Sickle Cell Assoc. of St. Louis  
Opportunity Clearinghouse  
The Learning Tree  
U.S. Navy Recruiting  
PAKT Community Nursing  
National Federation of Parents For Drug-Free Youth  
Developing Options To Violence  
Mental Health Assoc.  
Boys Town  
STL Dairy Council  
International Education Consortium  
Chronic Pain Outreach  
Metropolitan Youth Academy  
International Writers Center - Washington University  
Council on Developmental Disability  
Child Day Care Assoc.  
Leadership Missouri  
Girl Scouts  
Places For People  
St. Louis Society For Crippled Children  
Lewis And Clark Communiity College  
Life Crisis, Inc.  
American Jewish Council  
Share Breast Cancer Support Group  
National Council of Negro Women  
St. Martha's Hall  
Maryville University  
St. Louis Abused Women's Support Project  
Taproots School of the Arts  
Interfaith Partnership of Metropolitan St. Louis  
Taxpayers Action Network  
People Against Murder  
Operation Food Search



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE**

4805 MT. HOPE DRIVE • BALTIMORE, MD 21215 • (301) 358-8900

**(Mrs.) Ina Boon  
Director, Region IV**

1408 N. Kingshighway, Suite 222  
St. Louis, Missouri 63113  
(314) 361-3848

March 6, 1992

Roberts and Roberts  
TV Channel 46  
1408 N. Kingshighway  
St. Louis, MO. 63113

Dear Friends:

On behalf of the Region IV Office, NAACP and Dr. Benjamin Hooks, I express our sincere gratitude for the use of "Television Station 46" on Sunday afternoon, March 1, 1992. Nationwide the NAACP observed its 83rd Birthday Anniversary on March 1st.

I would be remiss if I did not commend the station's staff for their outstanding support, courtesies extended and professionalism demonstrated.

Most of the persons in attendance were not aware that such an institution is in existence in St. Louis, MO.

While writing, may I include a grateful gesture for your participation in the "Police Hearings" held on the first floor in the Conference Room.

Following the morning session, participants and NAACP National staffers enjoyed lunch provided by TV 46.

Again, the words "Thank-you" are inadequate but the NAACP represents all of us so well that "Thank-you" for your support must suffice.

Best Regards,

(Mrs.) Ina Boon,  
Director, Region IV

IB:c



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The Reverend Ronald B. Packnett, M. Div., Pastor

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*March 18, 1992*

Rev. Louis Forsythe, II  
Minister of Christian Education

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**Mr. Steve Roberts**  
**Roberts Broadcasting Company**  
**1400 North Kingshighway**  
**Suite 300**  
**Saint Louis, Missouri 63113**

*Dear Mr. Roberts:*

**THANK YOU!** Resultant from your very generous support, our Youth Day '92 was a tremendous success! Our young people, parents, members and friends were profoundly touched by the quality of these program efforts. In sum, it was a weekend we will never forget. Personally sneaking. it was a beautiful sight to



# neuro·fibroma·tosis

December 1991

Ms Monica Nettles  
Channel 46 WHSL TV  
1408 No. Kingshighway Blvd.  
St. Louis, MO 63113

Dear Ms Nettles:

Your donation to the Grand Slam Ball & Auction of your advanced advertising helped the Missouri Chapter of the National Neurofibromatosis Foundation, reach our financial goal.

We are pleased to tell you that we raised over \$43,000. for medical research to find the cure for NF. It's because of support like the Channel 46 WHSL TV and 300 plus other businesses and friends of NF, that we were able to declare this a real success, even in a time of the closely watched dollar in the St. Louis market.

On behalf of the 1900 Missouri NF patients and the 100,000 nationwide waiting for the cure, Thank You. On behalf of the Missouri Chapter Board of Directors and the Grand Slam Ball & Auction Committee, Thank You and we wish you Season's Greetings and a Prosperous New Year.

Our appreciation for your continued support.

Sincerely,

*Judith Ashley*  
Judith Ashley  
Executive Director

P.S. Enclosed is an Intend To Be A Donor form for 1992.

*Happy Holidays*

The National  
Neurofibromatosis  
Foundation, Inc.

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St. Louis, Mo. 63114  
314-428-1520

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President  
Sharon B. Naes

Vice President  
Donald Roberts  
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